POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
CONNECTICUT	3,287,116	3,405,565	3,478,428	3,600,527
MEDIAN AGE (YRS)		37.4	38.3	39.5
HISPANICS (ANY RACE)		320,323	343,277	384,234
STATE'S PERCENTAGE		9.41%	9.87%	10.67%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		2,780,355	2,813,622	2,873,772
STATE'S PERCENTAGE		81.64	80.89	79.82
MEDIAN AGE (YRS)		39.5	40.6	42.4
BLACK/AFRICAN-AMERICAN		309,843	325,277	343,529
STATE'S PERCENTAGE		9.10	9.35	9.54
MEDIAN AGE (YRS)		29.6	30.3	31.2
AMERICAN INDIAN/NATIVE		9,639	10,667	12,382
STATE'S PERCENTAGE		0.28	0.31	0.34
MEDIAN AGE (YRS)		30.3	30.2	29.8
ASIAN		82,313	90,256	103,394
STATE'S PERCENTAGE		2.42	2.59	2.87
MEDIAN AGE (YRS)		30.8	31.4	33.3
HAWAII/PACIFIC ISLANDER		1,366	1,432	1,631
STATE'S PERCENTAGE		0.04	0.04	0.05
MEDIAN AGE (YRS)		28.0	28.2	28.1
OTHER		147,201	158,550	178,645
STATE'S PERCENTAGE		4.32	4.56	4.96
MEDIAN AGE (YRS)		24.5	25.5	27.0
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			797,899 2,577,829 102,700	813,334 2,679,197 107,996

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

## Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$59,302		
PER CAPITA	\$31,248		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$66,762,265,000	\$82,646,926,000	23.79%
FOOD AT HOME TOTAL	\$7,261,773,600	\$8,287,747,400	14.13%
FOOD AWAY FROM HOME TOTAL	\$6,923,472,000	\$8,488,799,700	22.61%
FOOD AS % OF TOTAL EXPENDITURES	21.25%	20.30%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$1,484,581,500	\$1,716,887,600	15.65%
FISH & SEAFOOD PRODUCTS	\$157,217,900	\$178,086,800	13.27%
FRUITS & VEGETABLES	\$857,166,600	\$962,157,800	12.25%
DAIRY PRODUCTS	\$819,780,400	\$932,134,500	13.71%
BAKERY PRODUCTS	\$846,324,000	\$935,107,000	10.49%
CEREALS & PRODUCTS	\$406,300,700	\$473,829,900	16.62%
PREPARED FOODS	\$1,047,302,600	\$1,204,189,800	14.98%
JUICES	\$238,701,300	\$269,420,400	12.87%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$449,374,300 \$189,534,600 \$259,839,600	\$613,350,300 \$251,948,500 \$361,401,800	36.49% 32.93% 39.09%
LUNCH FAST FOOD FULL SERVICE	\$1,606,363,600 \$930,052,200 \$676,311,500	\$1,969,377,900 \$1,116,300,000 \$853,077,800	22.60% 20.03% 26.14%
DINNER FAST FOOD FULL SERVICE	\$2,516,071,100 \$884,166,700 \$1,631,904,400	\$3,151,418,800 \$1,067,158,300 \$2,084,260,500	25.25% 20.70% 27.72%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,108	\$1,223	10.38%
POULTRY	\$377	\$416	10.34%
EGGS	\$53	\$57	7.55%
FISH & SEAFOOD			
FRESH	\$68	\$72	5.88%
FROZEN	\$30	\$35	16.67%
CANNED	\$20	\$20	0.00%
FRUITS / VEGETABLES			
FRESH	\$464	\$501	7.97%
CANNED	\$78	\$87	11.54%
FROZEN	\$75	\$76	1.33%
OTHER	\$23	\$22	-4.35%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$178	\$191	7.30%
CHEESE	\$169	\$174	2.96%
ICE CREAM	\$101	\$109	7.92%
BUTTER / MARGARINE	\$53	\$64	20.75%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$504	\$533	5.75%
COOKIES	\$88	\$92	4.55%
CRACKERS	\$39	\$41	5.13%
CEREALS & PRODUCTS			
CEREALS	\$172	\$183	6.40%
PASTA PRODUCTS	\$61	\$71	16.39%
FLOUR & MIXES	\$37	\$44	18.92%
RICE	\$33	\$41	24.24%
PREPARED FOODS			
SNACKS/CHIPS	\$130	\$149	14.62%
JUICES	\$178	\$192	7.87%
FROZEN/PREP. OTHER	\$94	\$109	15.96%
SOUPS	\$69	\$80	15.94%
SAUCES & GRAVIES	\$68	\$67	-1.47%
BABY FOOD	\$48	\$52	8.33%
FROZEN MEALS	\$39	\$43	10.26%
NUTS	\$33	\$35	6.06%
SALADS	\$31	\$36	16.13%
J. 12. 13. 13. 13. 13. 13. 13. 13. 13. 13. 13	ψ01	400	10.1070

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch**